Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Promote special cargo and service
Code	LOSASM301B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of applying effective communication skills to promote special cargo and service to related customers.
Level	3
Credit	3 （For Reference Only）
Competency	Performance Requirements 1. Possess the basic knowledge of sales • Understand basic sales management principles and company guidelines • Understand the classification and markets of special cargo services • Understand the operation of special cargo services • Understand the requirement of the company for special cargo service standards and procedures • Understand special cargo service control and procedural requirements in different regions 2. Contact customers and promote sales of product and service • Determine the best timing to contact customers and effective sales methods • Find out ways to build relationships that arouse customer interest • Establish an action plan and timetable • Review the effectiveness of the action 3. Obtain information and compile report • Apply listen and question skills to find out customer requirements and purchase motivation • Build relationships with customers appropriately • Obtain market information on special cargo from relevant customer groups • Compile sales reports, review the effectiveness of sales and make constructive suggestions
Assessment Criteria	The integrated outcome requirements of this unit of competency are: • Capable of applying knowledge of special cargo and appropriate marketing skills to promote company-related products/services; • Capable of obtaining data and information to improve sales performance; and • Capable of contacting customers skillfully and promote special products and services
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